

SHEEMA QURASHI

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MARKETING ANALYST

Professional skilled at successfully managing marketing campaigns from start to end and using data analysis to create recommendations for clients to improve marketing strategy. Adept at creating marketing strategy plans, marketing materials using Adobe Photoshop, and presenting actionable insights to clients.

RELEVANT SKILLS

Marketing/Social Media: Data Analysis | Strategic Campaign Planning | Social Media Optimization | Content Marketing | Copywriting

Software: Facebook Ads Manager | Excel | PowerPoint | Adobe Photoshop | Prisma | Hootsuite | Wordpress | 4C

Languages: Hindi | Urdu

EDUCATION

Master of Business Administration

December 2020

Western Governors University, Salt Lake City, UT

Bachelor of Science in Public Affairs, Major: Management

June 2013

Indiana University, Bloomington, IN

RELEVANT SOCIAL MEDIA MARKETING EXPERIENCE

CEO/Founder

January 2020- Present

SQ Social Strategies, Chicago, IL

- Manage and optimize Facebook and Instagram campaigns for healthcare practices, resulting in a 10% average increase in patient acquisition.
- Present Facebook and Instagram marketing strategies and audits to healthcare clients to improve online presence.
- Create visually appealing content and eye-catching copy for paid social media ads, resulting in healthcare clinic sign ups which are tracked using Facebook pixel.

Social Media Intelligence Analyst

August 2018- November 2018

Dunami, Chicago, IL

- Created and led weekly presentations for 5 clients on new influencers for brands leading to new partnerships with the influencers to promote future campaigns.
- Identified existing threats to clients' businesses and offered proactive solutions.
- Provided clients with insights into top social media influencers by analyzing AI software generated data.

Paid Social Media Analyst

August 2016- August 2018

Spark Foundry, Chicago, IL

- Spearheaded paid social media campaigns on platforms including Facebook, Instagram, Twitter, Pinterest and Snapchat for healthcare clients.
- Created and presented weekly data analysis reports providing campaign optimization techniques to clients.
- Implemented marketing and promotion tactics effectively through A/B testing to increase engagement by 25%, traffic to social media pages by 20%, and brand awareness.
- Led weekly meetings with internal team consolidating social media marketing strategies to present to clients.

Social Media Marketing Analyst

February 2014- August 2016

MedRite Urgent Care, New York, NY

- Collaborated with MedRite team to develop social media plan to meet expectations of excellent patient service.
- Managed and created social media content on Facebook and Twitter focused on healthcare advice to present client as healthcare expert.
- Wrote blog articles on Wordpress to attract clients to educate about health issues, leading to 4000 Facebook fans in five months.

ENTREPRENEURSHIP EXPERIENCE

Founder

August 2008- Present

YouTube Entrepreneur, Bloomington, IN

- Create videos demonstrating advanced makeup application techniques to teach viewers about correct product application methods.
- Grew subscription base from 0 to 11,000 in 7 years with 1.1 million views and 25,000 monthly views along with over 13,000 Facebook fans.

Affiliate Marketer

January 2010- July 2013

Multiple Cosmetic Companies, Bloomington, IN

- Promoted products for top cosmetic brands including Smashbox and Too Faced to increase customer bases.
- Marketed and tested \$10,000 of products for 50 brands leading to \$100,000 of sales.
- Earned 15-25% commission per sale made from products marketed for 35 companies.